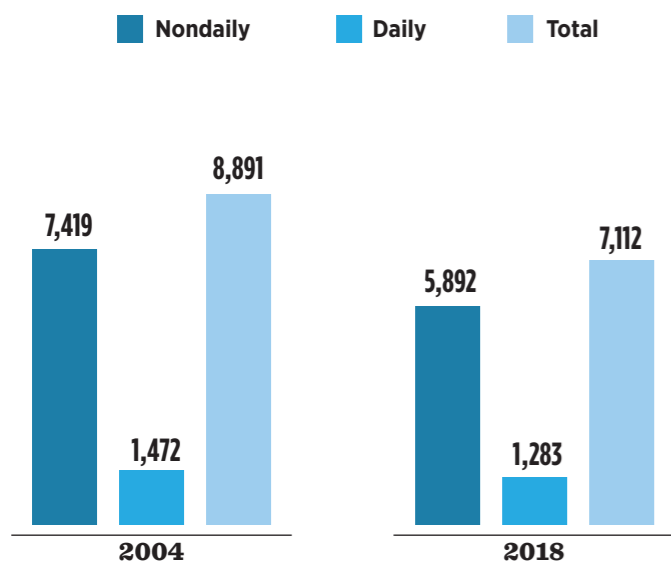


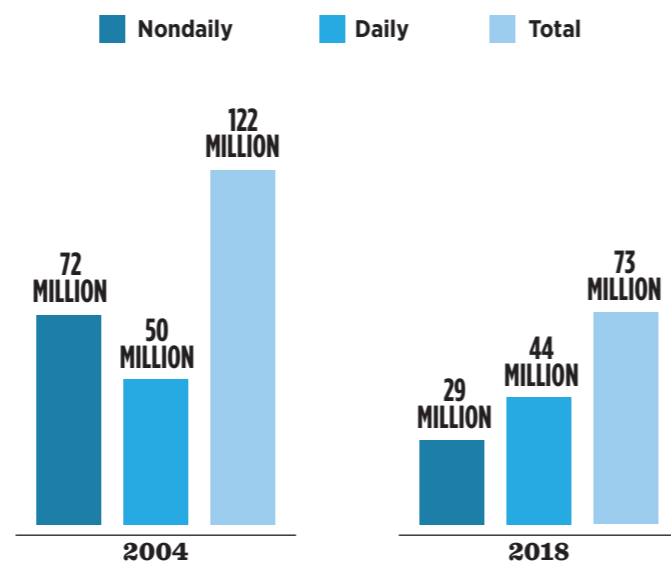
Vanishing Newspapers

In total, the United States has lost almost 1,800 newspapers since 2004.



Vanishing Readers

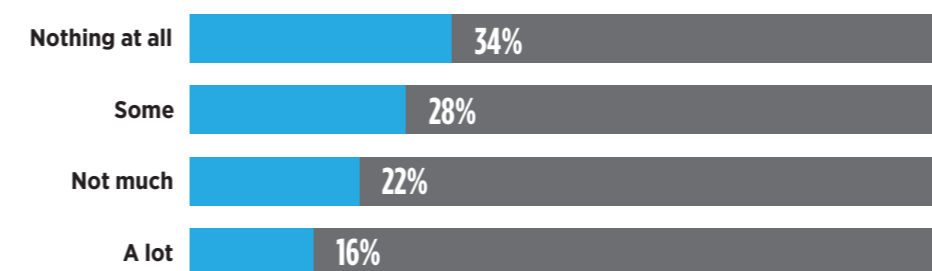
Circulation has decreased 49 million since 2004.



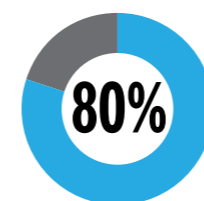
Source: "The Expanding News Desert," Penelope Muse Abernathy/UNC Center for Innovation and Sustainability in Local Media

Most American Believe Social Bots are Used Maliciously

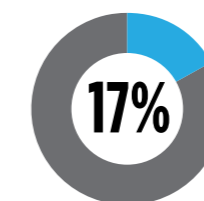
% OF U.S. ADULTS WHO HAVE HEARD ABOUT SOCIAL MEDIA BOTS



OF THE 66% OF U.S. ADULTS WHO HAVE HEARD ABOUT BOTS, % WHO SAY BOTS ARE MOSTLY USED FOR...

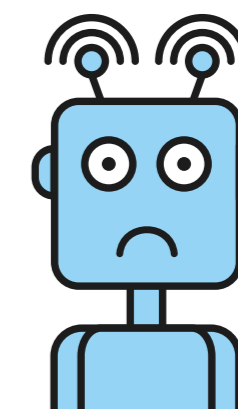


Bad purposes



Good purposes

Source: "Social Media Bots Draw Public's Attention and Concern," based on a survey of 4,581 respondents, survey conducted July 30-Aug. 12, 2018, Pew Research Center



Data and Analytics Terms to Know



ALGORITHM: A set of rules (from simple to complex) followed by a computer to solve a specific problem.



DATA WAREHOUSE: A collection of company data organized to support business goals and decisions. The format data is adjusted and normalized.



FIRST-PARTY DATA: Information on visitors and customers directly collected and stored by the publisher.



ML (MACHINE LEARNING): In this context, it is the use of algorithms to create predictive models of user behavior.



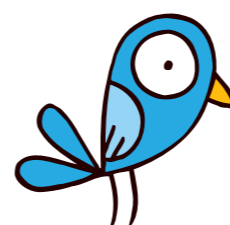
THIRD-PARTY DATA: Information on visitors with whom you do not have a prior relationship.

Source: "How to Collect and Use the Right Data About Your News Audience," Damon Kiesow/American Press Institute

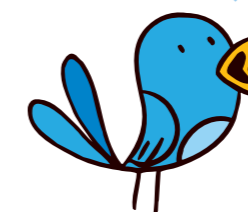
Fake News Continues to Spread on Twitter After the 2016 Election

Based on a study of more than 10 million tweets from 700,000 Twitter accounts that linked to more than 600 misinformation and conspiracy news outlets

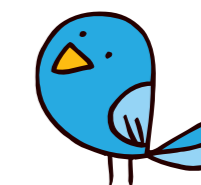
There were more than **6.6 MILLION TWEETS** linking to fake news and conspiracy news publishers in the month before the 2016 election.



MORE THAN 80 PERCENT of disinformation accounts active during the 2016 election campaign are still active today.



MORE THAN 60 PERCENT of disinformation accounts show evidence of automated activity.



Source: "Disinformation, 'Fake News' and Influence Campaigns on Twitter," Knight Foundation, October 2018